

Project Title:

Engaging in Crime Prevention Strategy with Safer Leeds

Project Team:

(include external partners/stakeholders)

Dr. Alexandra J. Kenyon a.kenyon@leedmet.ac.uk Centre for Hospitality and Retailing, Headingley Campus

Mr. Bal Singh B.Singh@leedsmet.ac.uk Professional Group Visual Media Collective, Headingley Campus

Luke Wheldon, Josh Callis-Smith and Sam Humphery – Students from Innovation North
Steve Lavelle – West Yorkshire Police

Various students reflecting upon their “burglary stories”

Abstract:

(set the scene – a brief summary of key points suitable for introduction)

Alexandra J Kenyon, Bal Singh – Academic Staff

Luke Wheldon (lead student in project team) Josh Callis-Smith and Sam Humphery

Steve Lavelle – West Yorkshire Police

Various students reflecting upon their “burglary stories”

Project aims:

(what were you hoping to achieve?)

The project aim is to

... provide students with the opportunity to design, build and evaluate a piece of film-work, advising students to be safe in their own homes and prevent burglaries. The film-work, and accompanying flyer will be to a professional standard to be used by West Yorkshire Police – Safer Leeds at Freshers Fairs and Induction Week for new and returning students.

This project is important following the four licensing objectives set by the Government in 2003

The licensing objectives are:

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

Safer Leeds has many initiatives to address the licensing objectives. For example, in terms of *preventing crime and disorder* and *public safety*; Safer Leeds (West Yorkshire Police) wishes to deploy suitable crime prevention measures for students to reduce burglary, robbery, theft and theft from motor vehicles. This initiative is part of a general awareness initiative as a result of burglaries increasing by 10.2% between 2005/06 to 2007/08 (Safer Leeds 2008). Indeed burglaries in “student flats” or shared housing – has increased at a higher than the aforementioned average; this is also the case regarding theft from a student or a student’s motor vehicle.

The reason for the increase is that students have a “carefree” lifestyle and are in fact, partly to “blame”. This is because young people do not stick to basic preventative measures and leave doors unlocked, windows wide open, leave valuable items “on display”, leave car keys on the kitchen table, invite “strangers” to house parties; and the list goes on. Therefore, the output from this project will be an educational package of “how to stay safe and secure” and hopefully avoid being burgled or robbed. The educational package will include film work and communication material to be used by West Yorkshire Police as they visit freshers’ fairs and schools.

The aim of this project, therefore, is to provide film work to educate fellow students in how to keep safe and secure in their the home, person and/or motor vehicle

Objectives: to

- a) ...experience working with a public services organisation – Safer Leeds (as part of West Yorkshire Police)
- b) ...experience working with and co-ordinating the project with 3rd parties: Crime and Prevention Team
- c) ... provide educational materials in a serious but, engaging way, via a video platform
- d) ...encourage students through a creative project to be more enterprising in their approach to real world issues by apply appropriate secondary research, methodology and skills to implement a solution for the project
- e) ...experience and enhance communication skills, team working (within and outside the University), Project Management Information Technology Skills, Solving Problems and Employability

Process:

Outputs:

(were any tangible outputs developed, e.g. resources and materials, courses and modules, workshops, publication/dissemination)

The output is a short piece of film. The story depicted through the short film is showing a burglary, distress of the burglary and general guidance on how to prevent burglaries. It is hoped the short film will make young people more aware of burglaries and how to keep themselves safe. The film will be available on a DVD. Flyers will be distributed at Freshers Fairs. The short film may be released on Police TV, Leeds Met youtube and possibly available for purchase via the Home Office website for use by other local authorities throughout the UK.

Impact:

(expected/unexpected outcomes? What was learned and by whom? Note any enablers/inhibitors to the project's success. Did you achieve what you set out to do?)

Crime figures will constantly be measured by West Yorkshire Police and the Safer Leeds team. Future figures for the academic year 2010/11 will be analysed and compared with 2008/9 and 2009/10. If a decrease occurs it may be considered that the short film has helped reduce the number of burglaries to students in Leeds. However, there are many other economic and social factors that may increase or decrease crime rates. However, it more student become aware of the ways they can protect themselves this could have a positive affect on their wellbeing and may change behaviour to that of prevention.

Evaluation:

What next?

General conclusions:

(brief closing remarks, observations, key teaching points, anecdotes, acknowledgements, reflection)

Enabling students to work on a “real life” project with a client is very positive. Students are very professional and they can clearly see how their academic skills are being transferred into practice. The skills are therefore transferred from the classroom into “real life” and it is very satisfying for the student and client. It is also very satisfying for academic staff who feel their additional duties in forming relationships within the local community has been successful all round. Many organisations are identifying ways in which to be socially responsible. Working with educational centres such as Universities is an idea way for organisations, educational establishments and students to come together.

Keywords:

(identify up to five crucial words to be used for an effective search)

Transferable skills, Education, Industry, Crime, Film

Here is the rough storyboard that I wanted to show at the Conference.

<http://www.vimeo.com/9362686>